

reTHINK



recommended reading



A Whole New Mind by Daniel Pink

Change By Design by Tim Brown

Blue Ocean Strategy by W. Chan Kim & Renée Mauborgne

A Whack on the Side of the Head by Roger VonOech

A Kick In The Seat Of The Pants by Roger VonOech

The Art of Innovation by Tom Kelley

four creative roles

from **A Kick In The Seat Of The Pants** by Roger VonOech



Explorer

Artist

Judge

Warrior

www.ted.com

recommended talks about innovation/creativity

Tim Brown **Serious Play 2008** "Creativity and Play"

Tim Brown **TED Global 2009** "Think Big"

Seth Godin **Gel Conference 2006** "This is Broken"

Derek Sivers **TEDIndia 2009** "Weird, or just different?"

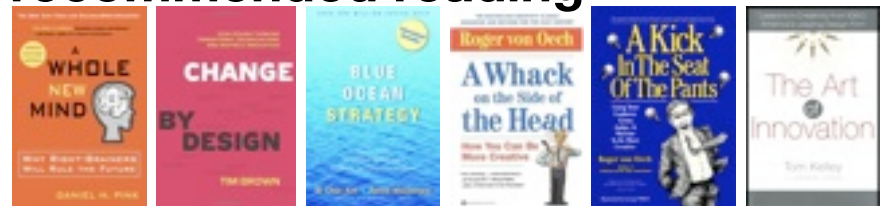
Adora Svitak **TED2010** "What adults can learn from kids"



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four actions framework

from **Blue Ocean Strategy** by W. Chan Kim & Renée Mauborgne

Eliminate	Raise
Reduce	Create

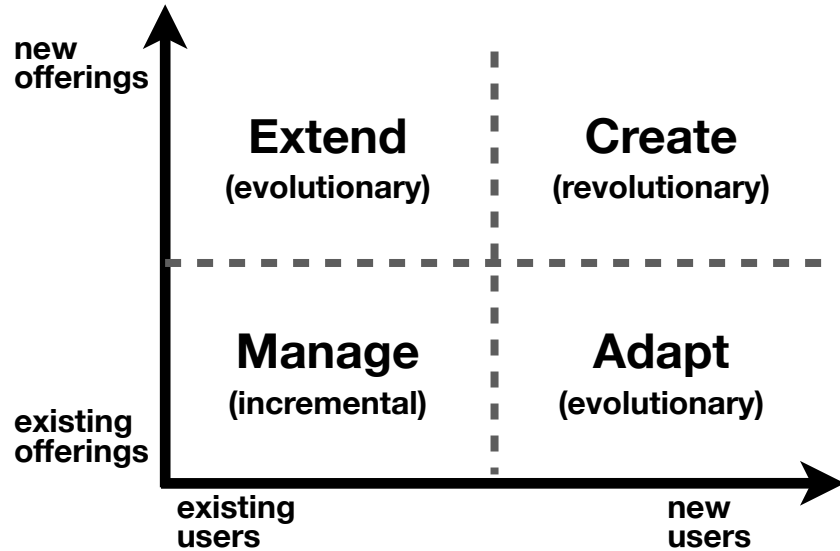
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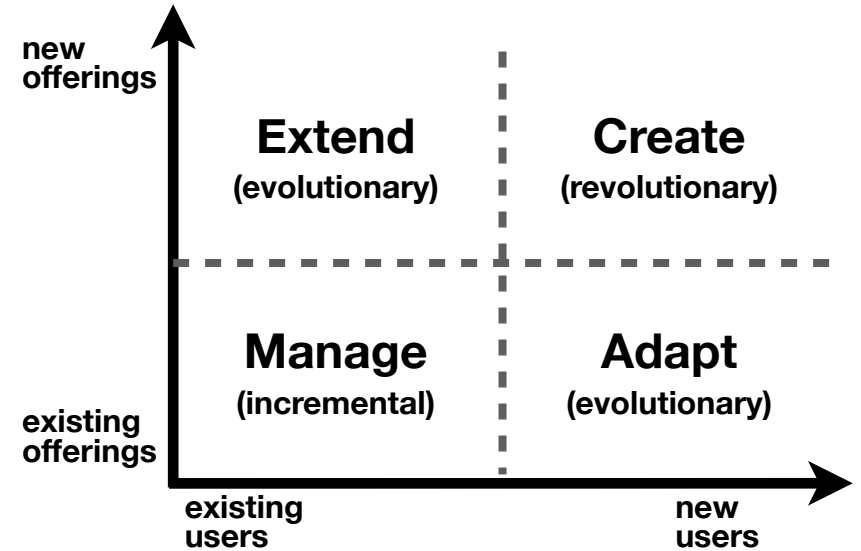
“Ways to Grow” Matrix

by Diego Rodriguez & Ryan Jacoby
in **Change By Design** by Tim Brown



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